



Credible Information: info like Patents and dates, answers to questions, and success stories. Example:Instabook-Corporation has patent info at the top of the page and links for different satisfied customers.



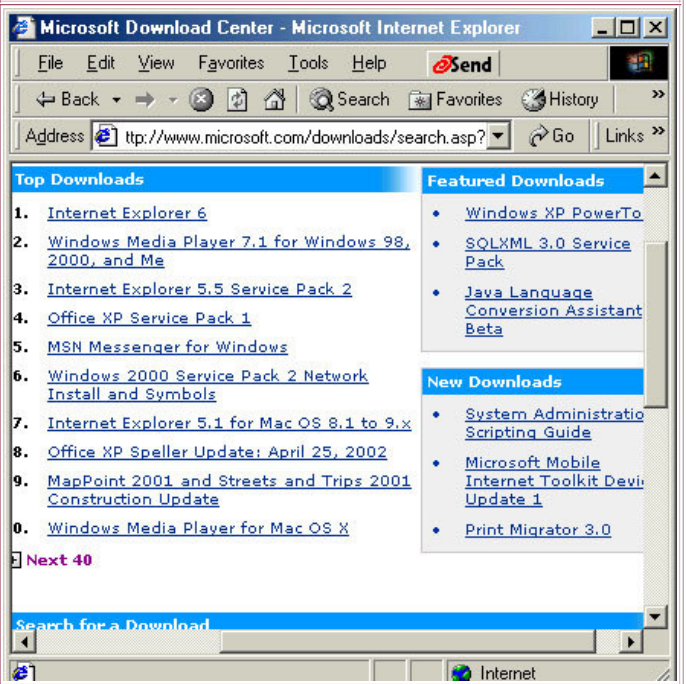
Not Too Flashy: simple font and page layout, without excessive frames and or images. No excessive Pop-Up windows. Example: Docunetworks.comhas simplified pages and focuses on Content.



Memorability: images and layout of Web site have the ability to stand out in a viewers memory. Example: DigitalWebbing.com uses comic oriented layouts and a large spider Icon to stand out to the comic book audience.

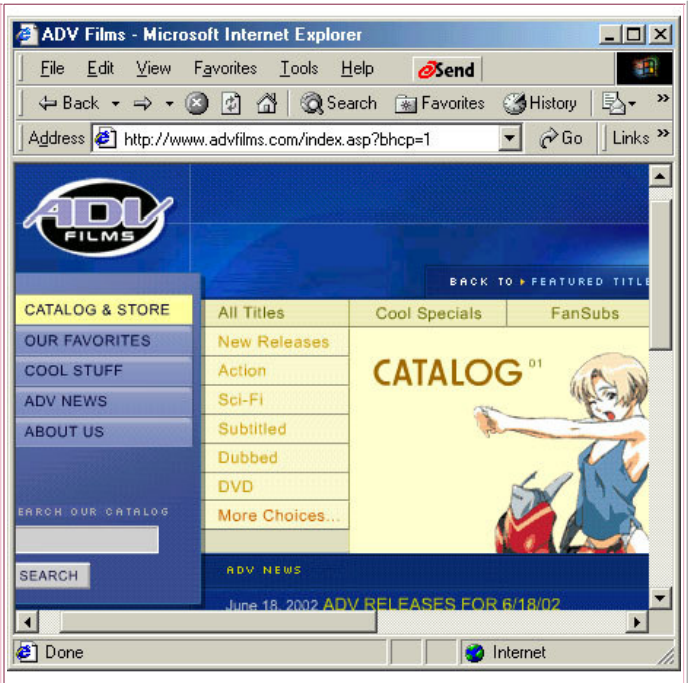


Quick Downloads: information, images, and online software is quickly, and easily downloaded from the page to the user. Example: Microsoft.com supplies multiple software downloads that load quickly and without hassle.





User Interactive: user has options and ability to manipulate info or images so as to facilitate their enjoyment and gain from the site.  
 Example: AdvFilms.com uses cascading style sheets to include viewer in the placing and showing of trailers on the site.



Extensive Reference: a site that lists some data, that has large amounts of relevant data, from reliable sources and organizes it well.  
 Example: Poets.org has an extensive list of Poets and poetry. It includes successful search engines, and hyperlinks.



Gestalt Theory: overall the site utilizes all Elements of Design and places in equal importance on each one. Example: the American Speech-Language-Hearing Association site includes in all their borders, unifying principles and colors.

